

**Lynchburg Regional Airport
Delta Letter-Writing Campaign
November 2, 2010**

Instructions and Sample Points to Make

- I. Develop a personalized letter to the CEO of Delta Airlines that highlights your use, and/or that of your company as a whole, of Delta from Lynchburg Regional Airport (LYH).
 - To the greatest extent possible, include the number of trips, major Delta destinations used, approximate dollar amount you spend per year, and/or your company spends, flying on Delta.
 - Also, stress any *increases* in air travel you may expect in the coming year, and how much more you and/or your company expects to fly Delta.
 - Especially mention how much you and/or your company flies internationally, particularly to major destinations like Paris, Frankfurt, London, Madrid, etc.
 - Note personal frequent flyer status.
 - Mention the extent to which you or your company flies business or first class (particularly international).
 - Include any information related to travel on Delta by employees from other locations flying to Lynchburg.
 - Any other personal thoughts on the value and importance of Delta service to you or your company.

- II. General background for possible inclusion in your letter.
 - The airport and community were given no advance notice whatsoever that Delta was dissatisfied with Lynchburg's performance, nor provided any opportunity to work with Delta officials to improve the revenue situation.
 - The LYH service area offers a base population of 247,000 from which to draw, with a rich mix of business and leisure travelers.
 - Delta has operated continuously from LYH for over 16 years (1994).
 - Our service area has strong international air travel demand, particularly to Paris, our largest international market.
 - Delta upgraded to regional jet service in May 2003, and has grown from 40-seat regional jets to 50-seat regional jets.
 - In August 2007, LYH completed a \$15 million runway extension project, primarily to accommodate regional jet aircraft.

- III. Points related to passenger growth to pick and choose among to integrate into your letter.
- Delta's passenger traffic at LYH has experienced tremendous growth in the past two years, with total passengers up by 64% in 2009. So far this year, Delta is up some 16% year-to-date through September.
 - This year, it is projected that Delta will handle a total of approximately 80,000 passengers at LYH, by far the most passengers ever in Delta's 16-year history at LYH.
 - Between July 2008 and July 2010, Delta's monthly passenger traffic at LYH grew by a remarkable 176% on just a 51% increase in flights.
- IV. Points related to Delta passenger revenue at LYH.
- For calendar year 2009, Delta passenger revenue at LYH increased over 14 % compared to the previous year.
 - Delta revenue at LYH in the first quarter 2010 was up 61% over the same quarter in 2009.
- V. Name and address of who to write to at Delta. DO NOT SEND EMAILS.

Mr. Richard H. Anderson, CEO
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